

City of Isanti
Economic Development Authority
Regular Meeting Minutes of
September 25, 2012
Isanti City Hall

1. Call to Order

The meeting was called to order by Chair Kuechle at 7:00 p.m.

a. Pledge of Allegiance

b. Roll Call

Members Present: Larry Kuechle, George Wimmer, Tara Hallberg, Jim Kennedy, Keith Dragisich

Members Absent: None

Staff Present: Economic Development Director Sean Sullivan

c. Agenda Modifications

Motion to approve the agenda as presented by Member Hallberg, second by Member Dragisich. Motion carried unanimously.

2. Approve Minutes of August 2012 Regular Economic Development Authority Meeting

Motion to approve the agenda by Member Wimmer, second by Member Dragisich. Motion carried unanimously.

3. Consider Business Climate Survey

Economic Development Director Sullivan presented the Staff Memo. Sullivan suggested that it would be a good idea to survey area businesses to see what they liked and didn't like about doing business in Isanti. Sullivan reviewed the Survey he and Mayor Wimmer designed and stated that they were looking at identifying negatives first and positives second.

Chair Kuechle suggested the "TOP 7" be removed from the survey as not to require 7 responses. The thought for removing that item being that it might lead to less participation. He also suggested moving the positives first and the putting the negatives second.

Discussion ensued.

Consensus of the discussion was to remove the "Top 7" and to reword the question so that it read well. It was also determined to leave the Isanti negatives first as to welcome constructive critic.

Motion by Member Wimmer, second by Member Dragisich to approve the revised Business Climate Survey and to authorize expenditures from the EDA marketing fund for postage and to mail it out. Motion carried unanimously.

4. **Consider Final Marketing Draft Letter**

Economic Development Director Sullivan presented the Staff Memo. Sullivan indicated that he had made the suggested changes that the EDA recommended last meeting. Sullivan provided a summary of the tax savings for a new 25,000 SF building and the purchase of an existing 25,000 SF building. For a new building the property tax savings was 41% and for an existing building it was 55%. These facts were incorporated into the new brochure and Mayor's recruitment letter.

Motion by Member Kennedy, second by Member Dragisich to accept changes to Mayor Business Recruitment Letter and Brochure and to authorize the expenditure for the postage to come from the EDA budget. Motion carried unanimously.

5. **Other Business / Updates / Communications**

- a. Business Retention Visits
- b. 209 Main St W Update
- c. Business Prospects
- d. GPS 45:93 Agenda and Minutes
- e. Isanti County – Tolls for Business Success
- f. Isanti Area Chamber of Commerce Events
- g. Greater MSP
- h. Marketing Update
- i. Business Arrivals and Departures in Isanti 2012

Economic Development Director Sullivan asked if there were any questions about the Staff Memo. No questions were asked.

6. **Adjournment**

Member Kennedy motioned, seconded by Member Dragisich to adjourn at 7:11 pm. Motion carried unanimously.

Dated at Isanti, Minnesota, this 26th day of September 2012.

Respectively Submitted,

Sean M. Sullivan, Economic Development Director